
COMMERCIAL

EXISTING CONDITIONS

As of 1988, approximately 123 acres of the 155 acres of commercially zoned land are being used for commercial purposes, representing almost two percent of the land in the Navajo community. An additional 90 acres of industrially zoned land are being used for commercial purposes in the Grantville area.

Existing development is typified by businesses, stores and offices which provide goods and services for local consumption. Most commercial development is clustered into shopping centers and is characterized by its community rather than regional nature. Four neighborhood centers provide for the daily shopping needs of the residents. Typical establishments include food markets, service stations, barber shops, beauty parlors, drug, hardware and liquor stores. Sites vary from less than an acre to almost ten acres.



Three community centers provide convenience goods--personal, professional, financial and automotive services--and a limited variety of shopping goods. Establishments include variety stores, apparel and shoe stores, banks, professional offices plus those establishments normally found in neighborhood centers. These centers are located on major streets and are easily accessible from most points in their respective trade areas.

The largest community center, which includes the Navajo and Ralphs shopping centers and adjacent development, is located at the intersection of Navajo Road and Lake Murray Boulevard. The total complex of over 50 business establishments and professional offices covers 35 acres. The other two community centers are located at Waring Road and Orcutt Street and Navajo Road and Jackson Drive. The center at Waring Road and Orcutt Street has over 30 business establishments and professional offices on 12 acres of land. The Navajo Road and Jackson Drive center is 45 acres and has numerous commercial and professional uses in addition to multifamily residential use.

Major concentrations of professional offices are located in the three community shopping centers. Other professional offices are scattered throughout the area usually in conjunction with commercial centers.

Visitor-oriented commercial uses are located at Interstate 8 (I-8) and Waring Road. The potential for visitor-oriented facilities in Navajo is very limited.

There are no movie theaters, bowling alleys or other similar forms of commercial recreation in the community. Commercial facilities such as record stores are also absent. The centers serve only commercial functions, rarely being used for community purposes such as art shows and other cultural events.

Grossmont Center, a regional shopping center readily accessible to area residents, emphasizes such shopping goods as apparel, major household appliances and furnishings. It is located just outside the study area in the city of La Mesa. Also easily accessible are Mission Valley establishments and Parkway Plaza in El Cajon, as well as many other adjacent areas. Time distance, even to downtown areas, is only about 20 minutes.

Mission Gorge Road, a major entry point into the community, contains strip commercial development with a mix of land uses. The visual clutter created by numerous curb cuts, unscreened parking areas, excessive signs and billboards, and above ground utilities, as well as the condition of much of the development along Mission Gorge Road does not project a positive impression of the community. In addition, neighborhood centers along Mission Gorge Road have developed without regard to other development, resulting in a lack of coordinated design.

The commercial centers are constructed for the convenience of the automobile and not the shopper, which is accentuated by the lack of other forms of transportation within the community. The commercial buildings, if built by a chain, often follow some standard facade treatment that may not relate to the character of the particular site in which it is placed. Promotional and store signs are generally geared to a through traffic, high pressure merchandising situation rather than a neighborhood situation. Almost without exception landscaping of the sites is at a minimum and frequently not maintained. In particular, parking lots consist of an expanse of unrelieved asphalt and are often laid out so that shoppers are forced to thread their way between parked cars.

Table 2 contains site and trade population standards for neighborhood, community, and regional shopping centers according to the Progress Guide and General Plan for San Diego.

TABLE 2
SITE AND TRADE POPULATION STANDARDS FOR COMMERCIAL CENTERS

Criteria	Neighborhood	Community	Regional
Population in Trade Area	2,000-10,000	10,000-25,000	100,000 or more
Acres/1000 Population	1.0	.8	.7
Site Area	1-10 acres	8-20 acres	50 acres or more

The development potential for commercial facilities that serve Navajo residents is based on these standards as applied to the projected 1990 population of 65,000 to 70,000. Accordingly, the area could support six or seven neighborhood centers with a combined area of approximately 55 acres and two or three community centers with a combined area of approximately 60 acres. Commercial facilities in adjacent communities, particularly La Mesa

and El Cajon, however, serve Navajo and reduce the need for commercial land within the planning area.

OBJECTIVES

The principal or overriding objective for long-range commercial development in Navajo is not only to ENCOURAGE NEIGHBORHOOD AND COMMUNITY SHOPPING FACILITIES WHICH ARE ADEQUATE TO PROVIDE A WIDE VARIETY OF GOODS AND SERVICES TO NAVAJO, BUT ALSO BLEND INTO AND ENHANCE THE COMMUNITY ENVIRONMENT.

To achieve this principal objective, the following additional objectives were also adopted:

- Develop commercial areas as centers for community activities. Such centers should include community facilities, such as cultural, recreational, entertainment and residential facilities, as well as retail establishments and professional offices.
- Develop commercial areas that have desirably distinctive qualities in their design, appearance and operation.
- Provide neighborhood convenience centers that are complementary to adjacent residential areas and strategically located throughout the residential areas of the community, preferably near public facilities. These shops should be accessible to pedestrians and bicyclists and be in scale and character with the neighborhoods they serve. In addition, existing centers should be encouraged to add safe facilities for pedestrians and bicyclists.
- Prevent the overdevelopment of any one type of commercial use (for example, service stations).
- Prohibit the expansion of strip commercial development on Mission Gorge Road north of Zion Ave.
- Restrict retail development to commercially designated areas; limit commercial office and service uses in the industrially designated areas to those that are accessory to industrial uses.
- Improve the appearance of the existing strip commercial development on Mission Gorge Road between I-8 and Zion Avenue by reducing signs, improving landscaping and architectural design, providing consistent building setbacks and providing adequate off-street parking.
- Limit the development of drive-thru restaurants to sites that can accommodate the stacking of vehicles, as well as accommodate driveways in a manner that will not conflict with the smooth operation of intersections.

- Reduce the number of curb cuts serving individual commercial uses on Mission Gorge Road to minimize traffic conflicts and provide a continuous sidewalk and landscape strip.

PROPOSALS

General

- In addition to retail stores necessary to accommodate the needs of the community, commercial centers should also provide for professional and business offices, entertainment and cultural activities, public and semipublic facilities, and residential uses. The existing centers, due to their location, size, and the character of adjacent development, could easily be improved to meet these criteria.
- All the centers should be accessible by pedestrians, bicycles and adequate public transportation as well as by car.
- The shopping center at Lake Murray Boulevard and Navajo Road, the community shopping center at Waring Road and Orcutt Avenue, and the center at Navajo Road and Jackson Drive are to be retained as community commercial centers. These establishments should fulfill the need for convenience goods and personal, professional, financial and recreational services through the year 2000.
- Neighborhood commercial centers should be retained at the intersections of Golfcrest Drive and Mission Gorge Road, Conestoga Road at Mission Gorge Road, and Zion Avenue at Mission Gorge Road. The centers should be an integral part of the residential development and geared to accommodate pedestrian and bicycle oriented trade in addition to the automobile.
- Specialized commercial services are to be retained along Mission Gorge Road in the Grantville area.
- Professional offices are to be retained at existing locations. The expansion of professional offices is recommended at all community shopping centers.
- Visitor-oriented facilities (hotels, motels, and associated uses) should be limited to those existing at the intersections of I-8 and Waring Road, and Mission Gorge Road and Alvarado Canyon Road. No additional visitor-oriented facilities should be developed.
- The number and location of service stations should continue to be regulated. No more than one station should be located at an intersection and the overall number of stations should be based on service to the community. Existing facilities appear to be sufficient to serve community needs through the year 2000.
- The removal of off-premise signs and the consolidation of multiple on-premise signs should be pursued during project reviews in an effort to reduce sign clutter and enhance the visual appearance of Mission Gorge Road.

- Any rezones or tentative maps for new commercial center development and redevelopment should require processing in accordance with the planned commercial development regulations to ensure comprehensive review of the center and its compatibility with adjacent development.
- Mission Gorge Road has been identified as a major entry point into the Navajo Community; however, development along this corridor lacks the quality of design necessary to provide a positive impression of the community. This is due in part to the limited design standards of the underlying C-1 and CA zones. Therefore, the following design standards are provided as supplemental development regulations to the C-1 and CA zones in Grantville along Mission Gorge Road. This area is indicated as Area 2 on the Grantville/Mission Gorge Road Area Map (see page 126).

Community Plan Implementation Overlay Zone (CPIOZ)

Compliance with these regulations will be determined through a ministerial (Type A) Planning Director review in accordance with the procedures of the Community Plan Implementation Overlay Zone (Municipal Code Section 101.0457).

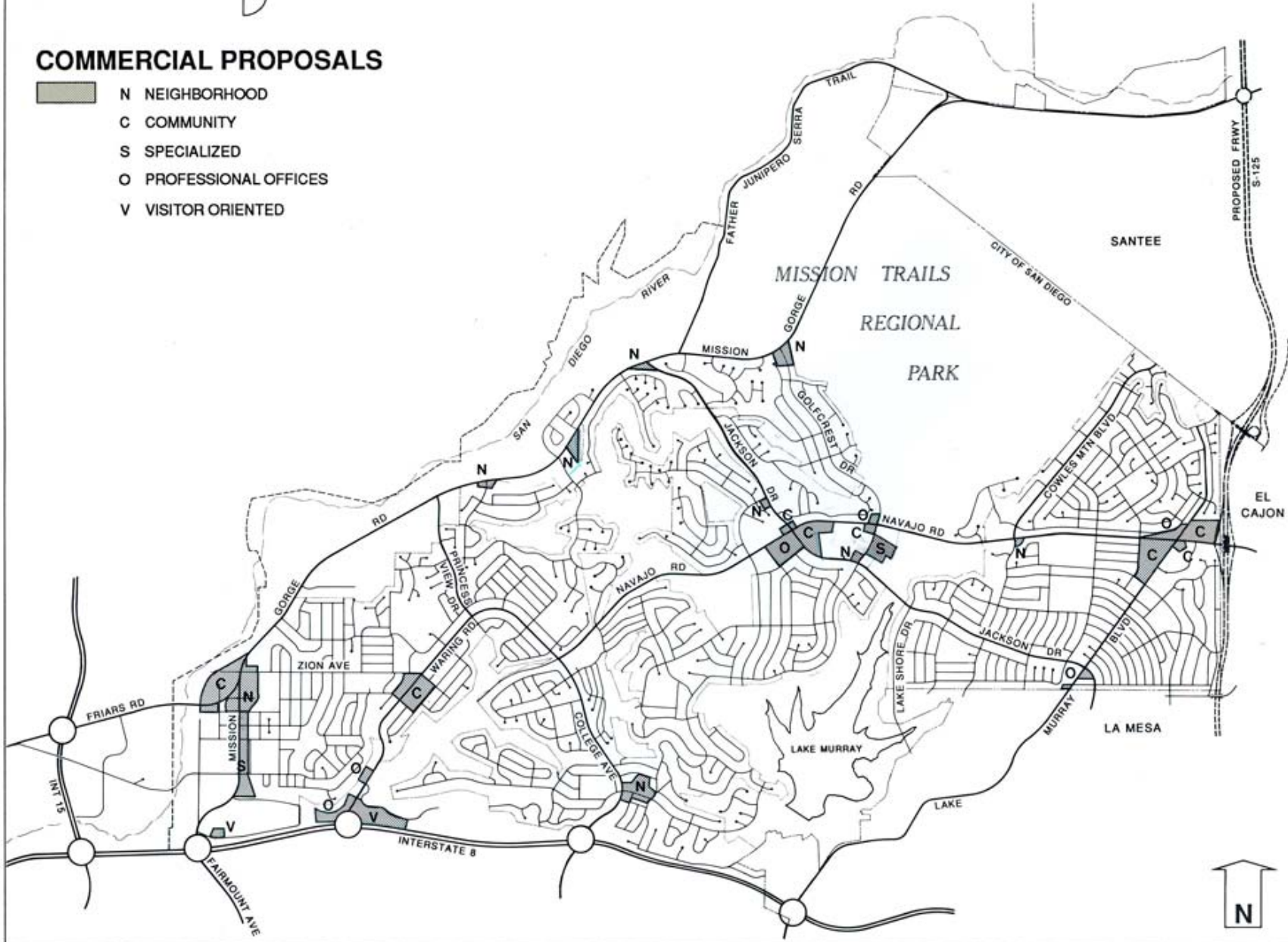
Development proposals that do not comply with the following supplemental regulations and the regulations of the underlying C-1 or CA zone, as appropriate, shall apply for a discretionary (Type B) CPIOZ permit or a planned commercial development (PCD) permit. Applications for a Type B CPIOZ permit or a PCD permit shall meet the purpose and intent of the regulations of the underlying zone and the supplemental regulations. Deviations from these regulations may be granted by the Planning Director in accordance with the procedures of the Community Plan Implementation Overlay Zone (Municipal Code Sections 101.0457.D through G).

Within the commercially zoned area in Grantville, no building, improvement, or portion thereof shall be erected, constructed, converted, altered, enlarged or established until a CPIOZ permit is obtained. A CPIOZ permit is not required for any of the following:

- a) Interior improvements to an existing building that do not involve a change in use or provide additional floor area;
- b) Interior modifications or repairs, or exterior repairs or maintenance for which a building permit is not required;
- c) Demolition, excavation, grading, or removal of vegetation;
- d) Any development processed as a planned commercial development.

COMMERCIAL PROPOSALS

- N NEIGHBORHOOD
- C COMMUNITY
- S SPECIALIZED
- O PROFESSIONAL OFFICES
- V VISITOR ORIENTED



CITY OF SAN DIEGO • PLANNING DEPARTMENT

Supplemental Development Regulations

Floor Area Ratio (FAR)

New development processed under ministerial (CPIOZ Type A) review shall not exceed a floor area ratio of 1.0. Development proposals that exceed a floor area ratio of 1.0 shall apply for a discretionary permit. The discretionary review process should address: 1) the design and fit of the project in relation to surrounding development, including conformance with the design guidelines of this Commercial Element; 2) the ability of Mission Gorge Road and adjacent streets in Grantville to accommodate additional travel demand; and 3) promotion of the Employer Transit Assistance Program (ETAP) in which employers subsidize monthly transit passes for employees to encourage transit use. The program is administered through Metropolitan Transit Development Board (MTDB) and Ridelink.

Building Setback Adjacent to the River

All structures within 150 feet of the San Diego River's 100-year floodway shall be designed to step back from the floodway so that low story buildings are adjacent to the river with the higher stories tiered away from the river. Buildings shall be set back or stepped back from the floodway at a ratio of one foot for each foot of building height with a minimum setback of 20 feet.

Building Setback Adjacent to Mission Gorge Road

All structures on Mission Gorge Road shall observe a minimum ten-foot setback. Structures over 30 feet in height shall be set back or stepped back an additional one foot for each foot of building height over 30 feet.

Building Transparency

For any building facade which faces a public street, at least 40 percent of the total area of all building walls must be devoted to pedestrian entrances, display windows, or windows affording views into retail, customer services, office, gallery or lobby space.

Building Reflectivity

No more than 30 percent of any single elevation of a building's exterior may be constructed of a material with a light reflectivity factor greater than 25 percent.

Equipment Enclosure

All mechanical equipment and appurtenances shall be screened on all sides so that they appear to be an integral part of the overall architectural design of the building. The screening may include grillwork, louvers, or latticework.

Wind generated turbines shall not be screened but shall be painted to match the rooftop color.

No merchandise, material or equipment shall be stored or displayed on the roof of any building.

Outdoor Storage and Display

Outdoor storage areas shall be located in interior side or rear yards only, except that no outdoor storage area shall be located between the building wall line and the San Diego River.

Outdoor storage areas shall be screened with a solid six-foot fence or wall or an enclosed structure. All such fences, walls or structures shall be of a similar material and color as the main building. No material or equipment shall exceed the height of the fence, wall or structure.

Outdoor display of the following merchandise sold on the premises shall not be subject to the storage requirements above but shall meet the landscaping requirements for vehicular use areas of the Citywide Landscape Ordinance:

Automobiles (usable)
Trailers
Artwork and pottery

Boats (usable)
Equipment and tools
Flowers and plants

Loading Areas

Loading and service areas shall be located in interior side or rear yards only, except that no loading or service area shall be located between the building wall line and the San Diego River.

Refuse Collection Areas

Refuse collection areas shall be located in interior side or rear yards only, except that no refuse collection area shall be located between the building wall line and the San Diego River.

Refuse collection areas shall be screened with a solid six-foot fence or wall or an enclosed structure. All such fences, walls or structures shall be of a similar material and color as the main building. Deposited refuse shall not be visible from outside the refuse screening.

Parking Requirements

No parking area shall be located between the building wall line and the San Diego River unless a landscape buffer is provided between the parking area and the required setback from the river. The landscape buffer shall be a minimum of eight feet wide and shall be planted in accordance with Sections 101.0706.A.6 and C of the Citywide Landscape Ordinance; however, in no case shall the minimum landscape area width of eight feet be reduced by the use of a site wall.

Off-street parking in the C-1 Zone shall be provided by use as follows:

Spaces/Square Feet of Gross Floor Area

For business and professional offices	1/300
For medical and dental facilities	1/250
For commercial uses that take access from Mission Gorge Road	1/250
For all other commercial uses	1/300

These parking requirements shall replace the parking requirements of the C-1 Zone (Municipal Code Section 101.0428E). If the citywide commercial parking requirements are revised, the new standards will replace those identified above.

Curb Cuts and Driveways

On Mission Gorge Road, south of Friars Road, one curb cut shall be permitted for each lot with frontage on Mission Gorge Road. One additional curb cut may be permitted for each 150 feet of frontage on Mission Gorge Road. No driveway shall exceed a width of 25 feet measured at the property line.

On Mission Gorge Road, north of Friars Road, curb cuts shall be in conformance with the Street Design Manual standards for primary arterials.

Pedestrian Access

A continuous ten-foot minimum width pedestrian/bicycle path shall be provided along the San Diego River frontage within the 20-foot minimum setback.

All structures within 150 feet of the San Diego River's 100-year floodway shall provide at least one pedestrian entrance from the structure to the river path.

Signs

Signs shall be in conformance with the Citywide Sign Regulations (Municipal Code Section 101.1100) with the following exceptions:

On Mission Gorge Road, ground signs shall not exceed the height of the building or the citywide height limit of 30 feet, whichever is less, unless they meet the definition of freeway oriented signs in Municipal Code Section 101.1101.56.

A landscaped area shall be provided at the base of all ground signs. The size of the landscaped area shall be equal to or greater than the area of the sign face.

Landscaping

Landscaping shall be provided as required by the Citywide Landscape Ordinance. For the streets identified on the next page, trees in the public right-of-way shall be chosen from the following species to be consistent with the predominant species in the area.

Tree Species		
Street	Botanical Name	Common Name
Friars Road	<i>Platanus acerifolia</i>	London Plane
	<i>Liquidambar styraciflua</i>	Sweetgum
	<i>Platanus racemosa</i>	California Sycamore
Mission Gorge Road, northeast of Friars Road	<i>Platanus acerifolia</i>	London Plane
	<i>Liquidambar styraciflua</i>	Sweetgum
San Diego River	<i>Platanus racemosa</i>	California Sycamore
	<i>Populus fremontii</i>	Cottonwood
	<i>Salix hindsiana</i>	Black Willow
	<i>Sambucus</i>	Elderberry
Mission Gorge Road, south of Friars Road	<i>Liquidambar styraciflua</i>	Sweetgum
	<i>Jacaranda mimosifolia</i>	Jacaranda
	<i>Koelreuteria paniculata</i>	Goldenrain Tree
Riverdale Street	<i>Liquidambar styraciflua</i>	Sweetgum
	<i>Jacaranda mimosifolia</i>	Jacaranda
	<i>Cupaniopsis anacardioides</i>	Carrotwood
Twain Avenue	<i>Pinus canariensis</i>	Canary Island Pine
	<i>Koelreuteria paniculata</i>	Goldenrain Tree
Alvarado Canyon Road	<i>Koelreuteria paniculata</i>	Goldenrain Tree
	<i>Liquidambar styraciflua</i>	Sweetgum
Fairmount Avenue	<i>Liquidambar styraciflua</i>	Sweetgum
	<i>Jacaranda mimosifolia</i>	Jacaranda
	<i>Koelreuteria paniculata</i>	Goldenrain Tree
Vandever Avenue	<i>Liquidambar styraciflua</i>	Sweetgum
	<i>Jacaranda mimosifolia</i>	Jacaranda
	<i>Koelreuteria paniculata</i>	Goldenrain Tree

Design

In this example of a proposed design treatment, an effort has been made to reconcile the character of the commercial center with that of the surrounding neighborhood. An arcade has been introduced as one means of providing a human scale at the edge of the building as well as providing sun control, weather protection and an organized framework for signs. Materials have been chosen to blend in with those found in the environs to further lessen the clash of scale. Signs, lighting and displays have been limited to those necessary and compatible with the center's surroundings. The introduction of decorative paving and planting make the center a pleasant place to visit. Bold colors and handsome graphics advertise the center yet do not overpower the surroundings. A major improvement is made in the parking lot. Large trees are provided, either existing trees that have been saved or new plantings. These trees break up the hot expanse of parked cars with pools of shade. Denser tree plantings are provided around the street side of the site. In this example, the parking rows are laid out so that the aisles lead conveniently toward the stores.

